Negotiation Basics

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Overview

• Pre negotiation Analysis

• Key Negotiation Concepts

• Negotiation Strategies
Biggest “Losers”

- Don’t ask - you don’t get.
- Do not know what is available/negotiable.
- Do not know what you want.
- Don’t know how to get what you want.
- Get stuck on positions.
Four Myths about Negotiation

1. A negotiation is based on a fixed pie - try to get the biggest piece.
2. Compromise is a win/win strategy.
3. Negotiate issue by issue to acquire the most gain on each.
4. Always share your preferences.
Recognize the Types of Issues

• **Distributive**
  – Want opposite things within issues
  – Equal priorities across issues
  – Your gains = my loss

• **Compatible**
  – Same preferences within an issue
Recognize the Types of Issues

- **Integrative**
  - Want opposite things within an issue
  - Have different priorities across issue
  - Can trade-off most important issues for less important
Personal Assessment

• What are your key issues to consider?
• What issues are important to you?
• What are your preferences within an issue?
• Priorities across issue? What can you trade - off?
Market / Discipline Assessment

• What issues does the market place consider?
• What values are being offered for each issue?
• What data do you have?
• What value do you offer?
Other Party Assessment

- Find out the underlying issues of the other.
- Learn out what issues are important.
- Discover the preferences within an issue.
- Understand the relative importance (priorities of each issue).
Methods to Consider

• Separate the People from the Problem
• Focus on Interests not Positions
• Invent Options for Mutual Gain
• Use Objective Criteria
Tactics to Create Alternative Solutions

- Expanding the Pie
- Logrolling
- Nonspecific compensation
- Cost Cutting
- Bridging
Summary

• Pre negotiation Analysis
  You, the market, the other party

• Key Negotiation Concepts
  Interests vs. positions
  Types of issues

• Negotiation Strategies
  ASK – do not assume
  create new solutions
  expand the pie
• Lewicki, Letterer, Minton, & Saunders (1994) In Negotiation. Chap. 4 Strategy and Tactics of Integrative Negotiation. Irwin, Homewood, IL.